PIUG 2014
NORTHEAST CONFERENCE

September 29 – October 1 ▶ The Heldrich Hotel ▶ New Brunswick, New Jersey

Meeting Book prepared by BizInt Solutions Inc., a proud sponsor of the 2014 PIUG Northeast Conference
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<td>8:40 am – 8:50 am</td>
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<td>Kim Miller – PIUG 2014 NE Conference Chair</td>
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<td>Don Walter – PIUG 2014 NE Program Committee</td>
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<td>8:50 am – 9:50 am</td>
<td>Better decisions come with more complete data</td>
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<td>Anastasia Christianson (Bristol-Myers Squibb)</td>
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<td>9:50 am – 10:05 am</td>
<td>Product Reviews (STN, Thomson Reuters, BizInt Solutions)</td>
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<td>10:35 am – 11:05 am</td>
<td>Supreme Court Update: Patent Claim Construction - Teva Pharmaceuticals USA, Inc. vs. Sandoz, Inc.</td>
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<td>Garett M. Padilla, Esq. (Thomson Reuters)</td>
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<td>11:05 am – 11:35 am</td>
<td>Using Patent Information to Support Selection of Nonproprietary Names for Pharmaceuticals</td>
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<td>1:00 pm – 1:30 pm</td>
<td>Keywords and Codes: Successfully Combining IP Codes and Keywords for Better Finding</td>
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<td>Andy Gillanders (Sealed Air Corporation)</td>
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<td>1:30 pm – 2:00 pm</td>
<td>NPL Without Tears: Crisis and Opportunity in Nonpatent Literature</td>
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<td>Kristine Atkinson (A/A Patent Investigations)</td>
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<td>2:00 pm – 2:30 pm</td>
<td>Blending Patent and Research Publication Data for Richer Technical Intelligence</td>
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<td>Alan L. Porter and Jing Ma (Georgia Tech and Search Technology, Inc)</td>
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<td>2:30 pm – 3:00 pm</td>
<td>An Examination on the Relevance of Multivariant Analysis on IP Data</td>
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<td>3:00 pm – 3:20 pm</td>
<td>Product Reviews (Minesoft, Search Technology, Intellixir, Linguamatics)</td>
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<td>3:20 pm – 3:50 pm</td>
<td>Break – Exhibits Open</td>
</tr>
<tr>
<td>3:50 pm – 4:20 pm</td>
<td>The Future of Patent Findability - The Move to the CPC</td>
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<td></td>
<td>Arleen Malley Zank (Way Better Patents)</td>
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<tr>
<td>4:20 pm – 4:50 pm</td>
<td>Enhanced Search Power Reveals Trends Impacting Chemical Patents</td>
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<td>Brian Sweet (CAS)</td>
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<td>4:50 pm</td>
<td>Closing Remarks (Followed by Exhibits Open and Networking)</td>
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<tr>
<td>6:30 pm</td>
<td>Networking dinner. Meet in hotel lobby.</td>
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<td>(RSVP to Rick Williams - rickwilliams@wis-llc-org)</td>
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GREETINGS AND WELCOME TO THE 2014 PIUG NORTHEAST CONFERENCE!

I hope everyone will enjoy the 2014 program and exhibits. In addition, we have an excellent schedule of workshops surrounding the conference day. None of this would be possible without the generous support of our sponsors and the volunteers who donate their time, year after year, to put the conference together. I would like to take this opportunity to say thank you to the following:

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I hope you enjoy the terrific program. Please enjoy the conference, visit the Exhibit Hall and take this opportunity to network.

In order to continually improve the conference, your feedback is important. Please be sure to submit your evaluation form.

Thank you for attending the 2014 PIUG Northeast Conference!

Kimberly Miller
Chair, PIUG 2014 Northeast Conference
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Better decisions come with more complete data

Anastasia Christianson, Bristol-Myers Squibb

8:50 – 9:50 am

ABSTRACT

Evidence-based decisions in R&D require the availability of the right data from multiple disparate sources, the right tools from an arsenal of tools and systems, the right approaches and processes from a variety of new and legacy organizations, and the right skills and expertise, including scientists who can work across multiple disciplines, all coming together at the right time and in a coordinated fashion. This presentation will describe new approaches to addressing common and new questions and how to leverage disparate data and skills to create valuable new knowledge.

BIOGRAPHY

Anastasia Christianson is Head of Translational R&D IT at Bristol-Myers Squibb (BMS) where she is responsible for delivering all IT and information needs for Translational Medicine across Research and Development. Prior to BMS, Anastasia spent 20 years at AstraZeneca Pharmaceuticals in various roles across Discovery and Clinical Development ranging from leading drug projects to establishing Genomics in Discovery and Global Biomedical Informatics in Clinical Development. She has experience supporting the end to end information needs across R&D for functions like Personalized Healthcare, Safety Assessment, Strategy, Portfolio & Performance, Translational Medicine, and multiple therapeutic areas.

Anastasia received her Ph.D. in Biological Chemistry from the University of Pennsylvania followed by postdoctoral training at Harvard University in Cellular and Developmental Biology. Her passion is “data exploitation” for evidence-based decision making.
Better decisions come with more complete data ▶ Anastasia Christianson, Bristol-Myers Squibb
MORNING SPEAKERS

Product Reviews

9:50 - 10:05 am
11:35 - 11:50 am
3:00 - 3:20 pm

STN INTERNATIONAL
THOMSON REUTERS
BIZINT SOLUTIONS
QUESTEL
GENOMEQUEST
INTELLIXIR
LINGUAMATICS
MINESOFT
SEARCH TECHNOLOGY/VANTAGEPOINT
TECHNOLOGY & PATENT RESEARCH INTERNATIONAL
Product Reviews
Supreme Court Update: Patent Claim Construction – Teva Pharmaceuticals USA, Inc. vs. Sandoz, Inc.

Garett M. Padilla, Esq., Thomson Reuters

10:35 – 11:05 am

ABSTRACT

This session will discuss the background, current state and implications regarding Teva Pharmaceuticals USA, Inc. vs. Sandoz, Inc. case granted certiorari by the US Supreme Court in March 2014. Teva Pharmaceuticals, the world’s largest generic drug manufacturer, appealed to the Supreme Court after the Federal Circuit rejected the District Court’s claim construction and invalidated several patents surrounding Teva’s multi-billion dollar Multiple Sclerosis drug Copaxone. The question on appeal involves whether an appellate court may review claim construction de novo, as it currently does, or only in cases of clear error, as Federal Rule of Civil Procedure 52(a) requires.

BIOGRAPHY

Garett Padilla is a USPTO registered patent attorney and is admitted to practice in Minnesota. He joined Thomson Reuters in 2012 and is currently a Solution Consultant, training users on deriving value from patent information. Prior to joining Thomson Reuters, Garett worked for a St. Paul law firm for two years as an attorney. Garett has an extensive biology and chemical background and prior to law school earned undergraduate and graduate degrees in molecular and cellular biology.
Supreme Court Update: Patent Claim Construction  ➤ Garett M. Padilla, Esq., Thomson Reuters
Using Patent Information to Support Selection of Nonproprietary Names for Pharmaceuticals

A.J. D’Ambra, Novartis Knowledge Center, Novartis Institutes for BioMedical Research
11:05 – 11:35 am

ABSTRACT

Adalimumab (Humira®; AbbVie), rosuvastatin calcium (Crestor®; AstraZeneca/Shionogi), pregabalin (Lyrica®; Pfizer), rivaroxaban (Xarelto®; J&J/Bayer): These drugs are among the best-selling in the world, and we’ve all seen them advertised on TV. Their trade names are catchy, but have you ever wondered how they get their generic names? This presentation will introduce you to nonproprietary (generic) names for pharmaceuticals and the processes by which these names are selected. Then we will look at two case studies, one exemplifying the process for small-molecule drug substances and the other, for a monoclonal antibody, to illustrate the process for biologics. We will focus on the application of general knowledge of patent information and of patent, chemical-substance, and sequence searching techniques to the preparation of requests for INNs from the WHO and USANs from the USAN Council.

BIOGRAPHY

A.J. D’Ambra is a member of the Information Consultancy team in the Novartis Knowledge Center. He is based in East Hanover, NJ, where he commutes daily from his home in the Pocono Mountains of northeastern Pennsylvania. A specialist in chemistry and patent information services, A.J. serves the information needs of internal clients worldwide in all of Novartis’s divisions. After spending nearly a decade at the bench as an R&D chemist in the vaccines industry, A.J. has worked as an information professional, primarily in the pharmaceuticals industry, for over 10 years. He has served PIUG as program chair of the 2005 and 2006 NE Conferences, as well as listserv administrator and then associate wiki/webmaster since 2006. A.J. earned his B.A. in chemistry from Trinity University, San Antonio, TX, and his Ph.D. in biological chemistry from the University of Minnesota, Twin Cities.
Using Patent Information to Support Selection of Nonproprietary Names for Pharmaceuticals

A.J. D’Ambra, Novartis Knowledge Center, Novartis Institutes for BioMedical Research
Keywords and Codes: Successfully Combining IP codes and Keywords for Better Finding

Andy Gillanders, Sealed Air Corporation
1:00 – 1:30 pm

ABSTRACT

We all know that keyword searching alone is often difficult and not always successful. Coding systems such as IPC, CPC, DWPI codes, etc., can often be useful for specific inventions – but there are also limitations that need to be understood for them to be used effectively.

When faced with providing a general IP current awareness service to a global R&D organisation the difficulty is compounded as keywords and codes have to be very carefully combined to reduce information overkill whilst at the same time trying not to miss key new IP that happens not to use the words and codes that you would expect!

I hope to share my experience and show a practical approach to combining keywords and codes and to explain and overcome some of the strengths and weaknesses in each case.

BIOGRAPHY

Andy Gillanders has been working in the field of Technology Tracking for Sealed Air Corporation’s global R&D organization for at least 25 years and has developed in-house systems to streamline many of these processes. He started professional life as a R&D product development manager - so has first-hand knowledge of what information an R&D professional needs to successfully develop new products taking into account relevant IP.
Keywords and Codes: Successfully Combining IP codes and Keywords for Better Finding

Andy Gillanders, Sealed Air Corporation
ABSTRACT

Several forces are pushing the importance of NPL:

» Patent examiners are demonstrating increasing dexterity in finding references that render the invention obvious.
» Spiders and crawling of journals are more extensive and targeting algorithms more meaningful.
» Many resources once bundled and catalogued in databases are now freely available and unindexed.
» Oppositions and patent proceedings are beginning to rely on references often older than the inventors themselves.
» IDS documents can submerge the patent application.

We will look at what constitutes nonpatent literature, the patent law that relates to it, how to find relevant references and how to manage them. Study skills on how to parse a journal article and reference tools such as EndNote and Mendeley will be explored.

BIOGRAPHY

Kristine Atkinson holds a doctorate in genetics, a master’s degree in cell biology, and an undergraduate degree in foreign languages and linguistics. She served as the professional patent searcher responsible for more than half of the technologies of a major medical device company for thirteen years, and is presently the searcher for a pharmaceutical vaccines company specializing in gene sequencing.

Dr. Atkinson has supervised laboratories in electron microscopy, flow cytometry, immunology and protein purification, and has been a professor of legal writing, physiology, immunology, tissue culture and communicable disease. She has worked in both public and private sectors, and is a USPTO registered patent agent. In addition to papers in peer-reviewed medical and life science journals, Dr. Atkinson’s presentations on intellectual property knowledge management have ranged from query design to natural language limitations and lossy data acquisition.
Blending Patent and Research Publication Data for Richer Technical Intelligence

Alan L. Porter and Jing Ma, Georgia Tech and Search Technology, Inc.
2:00 – 2:30 pm

ABSTRACT

This paper tackles two challenges: combining publication and patent information, and extracting topical content. Competitive Technical Intelligence (CTI) for emerging technologies draws upon both R&D publication and patent searches. Topical content is relatively difficult to extract due to its richness and lack of standardization.

We illustrate a way to blend such information resources to elucidate patterns of emergence. Our case concerns Nano-Enabled Drug Delivery (NEDD). NEDD offers tremendous promise to target delivery of drug and gene treatments. We seek to generate useful CTI by comparing and combining R&D publication and patent indications. We apply “MeSH” subject headings from an NEDD MEDLINE search (via Web of Knowledge) to elicit topical coverage in NEDD patent data (Derwent Innovation Index) - i.e., we import keywords to apply to patent records.

The resulting topical data cast light on major transitions in R&D emphases from a) delivery process development to b) targeting vectors. A technology roadmap illustrates an additional pronounced shift in targets – from 1) neurodegenerative diseases to 2) cancer – from 2000 to 2013. We think these findings impact R&D management and IP strategy. Our study extends to explore the degree to which NEDD mechanisms are being applied to multiple diseases and physiological systems (i.e., “platform” development) vs. singular developments targeting specific diseases.

BIOGRAPHIES

Alan Porter is Co-director of the Technology Policy and Assessment Center at Georgia Tech. He is author of some 230 articles and books, including Tech Mining (Wiley, 2005). Current research emphasizes R&D profiling and assessment, competitive technical intelligence, and forecasting of emerging technology innovation pathways. He also directs R&D for Search Technology, Inc., Norcross, GA, USA.

Jing Ma is completing her Ph.D. at Beijing Institute of Technology (BIT), and has been a visiting scholar at Georgia Tech for 2013–14.

This work reflects ongoing collaboration between Georgia Tech and BIT through their “Innovation Co-Lab” formed in 2011, along with the University of Manchester Office of Innovation Research (MIOIR).
Blending Patent and Research Publication Data for Richer Technical Intelligence

Alan L. Porter and Jing Ma, Georgia Tech and Search Technology, Inc
An Examination on the Relevance of Multivariant Analysis on IP Data

Alex Butler, Questel Consulting
2:30 – 3:00 pm

► ABSTRACT
With the surge of IP litigation and the large payouts from court rulings in the last decade, IP-based research has become an essential element of the due diligence activities. With such demand, the market responded with a plurality of service providers each claiming a proprietary method to analyze IP data. However, most of these methodologies are limited to IP-data only and seldom takes market and financial data into consideration. The paper intends to examine the importance of integrating non-IP data into IP analysis and demonstrates the difference in results with an example directed to smart home.

► BIOGRAPHY
Alex Butler’s twenty-plus-year career draws from a range of executive positions in industry and the intellectual property fields. These experiences focus upon key perspectives: strategic planning and implementation, corporate growth, IP management and evaluation, and a data-driven approach to high-stakes and recurring decisions. At Questel, the consulting and analytics practice serves corporate executives, counsel, and investors seeking improved IP strategies, decision processes, outcomes and value.
An Examination on the Relevance of Multivariate Analysis on IP Data  ➤ Alex Butler, Questel Consulting
The Future of Patent Findability – The Move to the CPC

Arleen Malley Zank, Way Better Patents
3:50 – 4:20 pm

Abstract

USPTO is in the final phases of implementing the new Cooperative Patent Classification (CPC) system designed to “enable users to conduct efficient prior art searches and incorporate the best classification practices of both the U.S. and European systems…” With full conversion to the CPC scheduled to be complete by January 2015, this presentation takes a data focused look at USPTO’s progress, the extent to which the CPC statistical mapping tools available to patent practitioners match actual patent examiner practices and how external users will be impacted by the pending implementation, and the future of findability of patent information under the CPC system.

Biography

Seasoned business executive, technologist, and solutions architect with over 25 years experience designing, developing, and commercializing complex information products and services for intellectual property-intense market sectors. Ms. Zank is an intellectual property strategist and IP portfolio analyst with deep understanding of and experience in all aspects of patent and IP portfolio development and management, innovation technology transfer, licensing, monetization, patent landscape analysis, and IP related product and freedom to operate and risk management issues. Ms. Zank is an expert in the USPC and IPC systems and how classification impacts patent findability, prior art searching, and patent validity. She is the Managing Partner of Way Better Patents, a digital information firm chronicling the latest developments in intellectual property, innovation, inventions and patents and the emerging innovation economy. Way Better Patents is one of the NY University GovLab’s Open 500, the companies in the US that use open government data to generate new business and develop new products and services.
Enhanced Search Power Reveals Trends Impacting Chemical Patents

Brian Sweet, CAS
4:20 – 4:50 pm

ABSTRACT

Search technology now provides new opportunities to explore and analyze information. Using the advanced search power of new STN®, we will take a fresh look at current trends impacting chemical patents, including evolution of the types and structures of newly disclosed substances, shifts in geographic and classification code distribution, and other emerging areas of interest.

BIOGRAPHY

Brian Sweet has been a senior product manager at CAS for over twelve years, focusing on STN®’s patent and biomedical content and on STN® AnaVist™. With more than 30 years of experience in the information industry, Brian began his career at BIOSIS, then moved on to Elsevier, where he managed the product development and marketing of Embase and other databases. Brian is a former president of NFAIS and has been active in SLA. He is delighted to be representing CAS at PIUG NE once again this fall.
Enhanced Search Power Reveals Trends Impacting Chemical Patents ▶ Brian Sweet, CAS
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Akers, Lucy ..............................................Bristol-Myers Squibb
Allison, Kenneth .......................................Janssen R&D
ALRWAILY, Munir ..................................KING ABDULLAZIZ CITY S&T
alsuliman, adel ..........................................KACST
Antos, Brian .............................................
Atkinson, Kristine ...................................A-A Patent Investigations
Balasubramanian, Marudai .........................Afton Chemical
Barcelon Yang, Cynthia ............................Bristol-Myers Squibb
Barlet, Amy ..............................................ProQuest
Bartels, Karin .........................................Ipintech, LLC.
Bhattacharya, Sanmitra ............................Linguamatics
Bourdon, Lisa ...........................................Meditators Inc.
Brett, Shawn ...........................................Novartis Inst BioMedical Res
Brown, Jim ...............................................FIZ Karlsruhe
Burcham, Sandy ......................................Service Is Our Business
Burg, Barbara ..........................................Barbara Burg & Assoc
Burgess, Lora ..........................................CAS
Bushey, Mark ..........................................ExxonMobil
Butler, Alex ...........................................Questel
Butler, Barbara .........................................Sanoﬁ
Carroll, David ..........................................CAS
Cheeseman, Elaine ....................................Science IP
Christianson, Anastasia ............................Bristol-Myers Squibb
Crammer, Danielle ....................................Firmenich
Cullen, Thomas ........................................Sandoz
Cummins, Gary ........................................FIZ Karlsruhe
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Dedert, Pat ................................................
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Dible, Benjamin .......................................Sanoﬁ
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Doudement, Julien ....................................GenomeQuest
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Judd-Paternostr, Deborah .........................BASF
Khorsandian, Ford .................................TPRI
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Lee, Kit .......................................................
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Mante, Eden ..........................................Bristol-Myers Squibb
Marlin, John ...........................................ExxonMobil
Mathews, Abigail .....................................PatentVision
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Selman, Mary ..........................................Rohto-Mentholatum
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Thomson Reuters .......................Don Walter
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Way Better Patents ..................Arleen Zank
Wolff Information Consulting ............Thomas Wolff
Zoetis Inc .................................Richard Williams
LEVEL 2

Sessions: Merchant Amphitheatre
Exhibits: Johnson
Workshops: Dickson, Segal

10 Livingston Avenue
New Brunswick, NJ 08901
### Conference Workshops

#### Monday, Sept 29
**Workshop**

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<th>Time</th>
<th>Event</th>
<th>Location</th>
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| 9:00 am – 3:00 pm | **STN Patent Forum**  
*What’s New?*
*Asian patent publications on STN – A Case Study*
*Lunch*
*New STN Case Studies*
*Search Strategies at the Interface of Chemistry and Biology: Immunoconjugates* | Amphitheater  |

#### Wednesday, Oct 1
**Workshop**

<table>
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</tr>
</thead>
</table>
| 9:00 am – 10:30 am | **BizInt Workshop**  
Analyzing and Visualizing Legal Status Data with the BizInt Smart Charts Product Family | Dickson      |
| 9:00 am – 10:00 am | **Questel Workshop**  
New and Enhanced Features Now Available on Orbit | Segal        |
| 10:00 am – 11:00 am | **Thomson Reuters Workshop**  
How to Get the Most from the Latest Enhancements to Thomson Innovation and the Derwent World Patents Index® | Segal        |
| 10:30 am – 11:30 am | **Minesoft Workshop**  
What’s new – Analytics, PatBase Express & CiteTracker | Dickson      |
| 11:00 am – noon | **ProQuest Workshop**  
A Whole New World of Patent Research with ProQuest Dialog™ | Segal        |
| 11:45 am – 12:45 pm | **Lunch**  
Sponsored by the Workshop providers for all Workshop attendees | Restaurant   |
| 12:45 pm – 2:30 pm | **GenomeQuest Workshop**  
The New Sequence IP Manager, Updates, and a Glimpse into the Future | Dickson      |
PIUG 2015 Biotechnology Conference
“Maximizing Value in Biotechnology Searching with New Technologies and Trends”
February 16 - 20
Genentech    South San Francisco, CA

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“From Search Strategy to Business Strategy: Domestic and International Practices, Styles, and Viewpoints”
May 2 - 7
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Attendee comments from a previous PIUG conference:

“A good mix of RELEVANT TOPICS”

“Timely training on current TECHNIQUES and TOOLS”

“Roundtable discussions were OUTSTANDING”

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